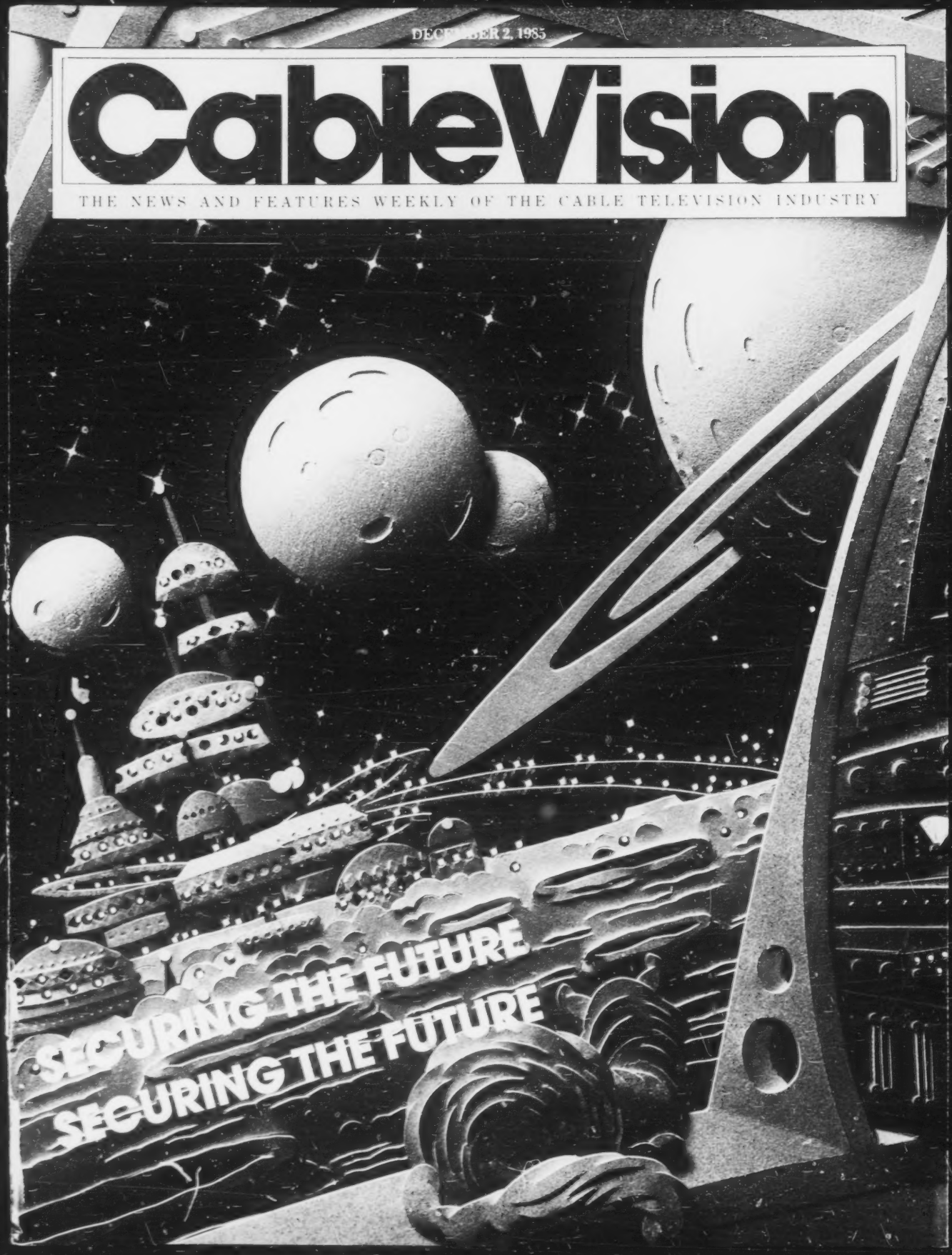
DECEMBER 2, 1985

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY



SECURING THE FUTURE

CableVision

LEADING THE WEEK

Government request 14
Severely diminishing the chance that the Supreme Court will hear the case, the U.S. Solicitor General has asked the Supreme Court not to review the D.C. Circuit Court of Appeals' *Quincy Cable v. FCC* which found the FCC's must-carry rules unconstitutional.

NBC Cable News 18
Following the collapse of talks with Turner Broadcasting Service on the purchase of an interest in CNN, NBC will wait until Jan. 31, to determine whether NBC Cable News has garnered enough commitment from operators to warrant start-up.

Texscan goes Chapter 11 23
Having posted a $50-million operating loss for the fiscal year ending last April, Texscan Corp. has filed for bankruptcy under Chapter 11 laws.

PPV services launched 24,36
Showtime/The Movie Channel made a surprise launch of its pay-per-view service, Viewer's Choice on Nov. 27, one day before the long-awaited debut of Request Television, which opened Thanksgiving Day in San Jose.

Commline pulled from Omaha 26
Having decided the market doesn't warrant the investment, Cox Cable will pull its Commline high speed data transmission service out of Omaha, Neb.

C.O.M.B debuts 34
The C.O.M.B. Value Network debuted Dec. 1 on a five-hour schedule with plans for expansion to 24-hour service by the end of next month.

TOPICS

Marketing 48
Tune-in ads are an aspect of marketing that have been somewhat ignored by cable operators in the past. That situation is changing, however, as they recognize the need for promotional advertising.

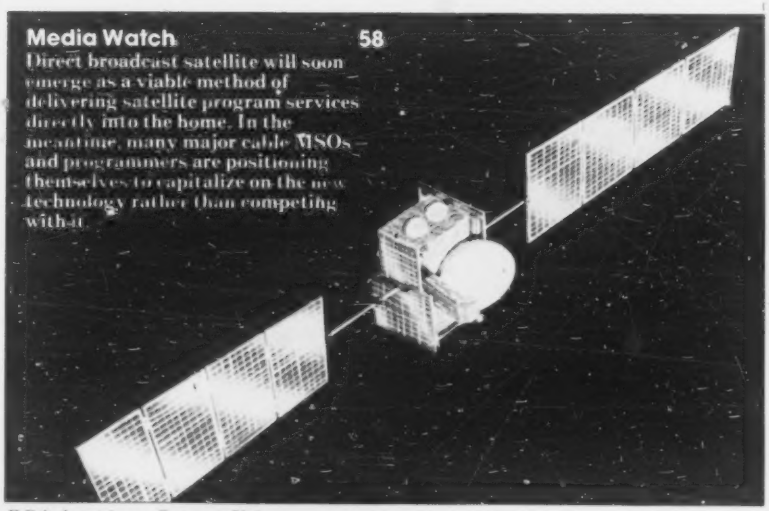
'1st and Ten' is slated for 1986 on HBO.

Programming 54
HBO executives disclosed the 1986 schedule will include comedy and music from performers who have had earlier specials on HBO or Cinemax. The network also intends to keep up its schedule for Premiere films with about 10 titles set for release.

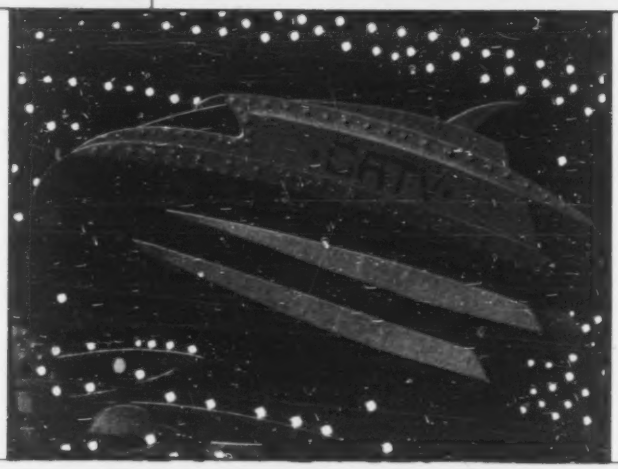
On Demand 70
While some operators try to discourage spin, others are finding service switching not only benefits the subscriber, but can contribute to profits as well.

Management 76
CableData's CableComputer, "part computer, part video game" one-way addressable converter is replacing Oak converters in Roseville, Calif., after the system became the first to utilize Weststar Technologies' Videotoken Network on a wide-scale basis.

Media Watch 58
Direct broadcast satellite will soon emerge as a viable method of delivering satellite program services directly into the home. In the meantime, many major cable MSOs and programmers are positioning themselves to capitalize on the new technology rather than competing with it.



RCA Americom Satcom K-1.



About the cover
Securing the Future is as far-fetched a goal in this uncertain world as wiring the moon, but the cable industry has no choice but to pursue the effort vigorously. Artist Chris Butler's rendering of our Western Show issue theme is his third contribution to *CableVision* show covers. The rendering was accomplished with paper cutouts, backlit and painted and then photographed.

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	220	3,600,000
Arts & Entertainment (A&E)	2,100	17,300,000
Black Entertainment Television (BET)	512	12,000,000
Cable News Network (CNN)	8,669	53,501,000
CNN Headline News	2,934	17,180,000
C-SPAN	2,000	23,000,000
CBN Cable Network	5,551	29,715,000
Commerce Satellite Network	NA	NA
Country Music Television	300	5,300,000
The Discovery Channel	400	8,000,000
ESPN	11,454	36,900,000
Eternal Word Television Network (EWTN)	275	4,000,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,200	19,400,000
Home Shopping Network	324	6,200,000
The Learning Channel	700	6,300,000
Lifetime	2,000	24,000,000
Modern Satellite Network (MSN)	505	10,153,700
Music Television (MTV)	3,485	27,900,000
The Nashville Network	3,500	28,400,000
National Christian Network (NCN)	90	1,280,000
National Jewish Television (NJTV)	247	3,369,000
Nickelodeon	4,200	26,200,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	12,500,100
Satellite Program Network (SPN)	600	11,950,000
Silent Network	256	8,100,000
SIN Television Network[1]	364	12,758,700
Trinity Broadcasting Network	109	5,919,000
USA Network	3,200	30,600,000
Video Hits One	718	8,900,000
The Weather Channel	1,800	19,706,000
WGN-TV	7,063	16,861,000
WOR-TV	1,494	5,440,000
WPIX-TV	152	2,045,000
WTBS-TV	10,030	45,219,000

Pay services

American Extasy	6	60,000
American Movie Classics	140	270,000
Bravo	240	350,000
Cinemax	1,200	3,333,000
The Disney Channel	2,500	2,342,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	100	500,000
Showtime	4,200	5,400,000
The Movie Channel	4,250	3,250,000
The Nostalgia Channel	55	175,000
The Playboy Channel	580	732,000
Private Ticket	4	NA

Audio services

Cable Radio Network	14	1,100,000
KKGO Super Jazz	NA	NA
Lifestyle	152	2,009,241
Lifestyle AC	13	633,426
Moody Bible Institute	57	738,108
Satellite Radio Network	30	403,000
Star Ship Stereo Inc	75	1,115,919
Studioline	NA	NA
WFMT Chicago	152	1,110,100

Text services

AP News Cable	425	4,300,000
AP News Plus	40	700,000
Cable Sportstracker	8	425,000
Dow Jones Cable News	156	2,575,000
Electronic Program Guide (EPG)	249	5,205,000
EPG Jr.	17	17,267
Genesis Cable Storytime	21	686,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X-Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	5	11,044
Nippon Golden Network	5	11,044
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	1	93,000
Buffalo Sabres Hockey	8	450,000
The Ecumenical Channel	6	148,000
KTVT	71	1,594,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	2	150,000
Newsday Cable	1	240,019
Texas Cable Network	15	800,000

Pay services

Dodgervision	40	NA
Home Sports Entertainment – Houston/Dallas	86	135,800
Home Team Sports	60	158,000
New England Sports Network	72	53,279
PRISM-Philadelphia	86	180,000
Pro-Am Sports	94	103,000
SportsChannel (New England)	69	95,000
SportsChannel (New York)	53	433,000
SportsVision (Chicago)	29	164,000
Z Channel	23	95,000

Announced services

Satellite-fed services	Expected Launch
ABC Pay-Per-View service	1st Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	1st Quarter 1986
Cabletix	TBA
C.O.M.B. Value Network	1st Quarter 1986
The Choice Channel	TBA
Discovery Computer Network	TBA
Discovery Financial Network	TBA
Discovery Music Network	TBA
El Canal Musical	4th Quarter 1985
Ethnic Radio Networks	TBA
International Business Network	4th Quarter 1985
Magicable	TBA
Movie Time	1-86
Peoples' Choice	1-86
Request Television (formerly The Exchange)	11-85
Showtime/TMC Pay-Per-View Network	1st Quarter 1986
Sofcast National Digital Network	1st Quarter 1986
Telstar Pay-Per-View Service	1st Quarter 1986

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208/T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.

1. To all SIN reach Spanish-speaking households 4,114,400.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
Ajay Enterprises (R)
Armour-Dial (R)
AT&T Communications-Residential (R)
AT&T Corp. (R)
Australian Tourism (R)
Avis (R)
Blue Diamond Almonds (N)
Bolla Wines (R)
British Airways (R)
Buick (R)
Campbell Soup (R)
Celestial Seasonings (N)
Dean Witter (R)
Ford (R)
GTE (R)
General Motors (R)
IBM (R)
Intel Cable (R)
KLM Royal Dutch Airlines (R)
Kodak (R)
Life Magazine (R)
Maxell (R)
Merrill Lynch (R)
Mitsubishi (R)
The Movie Channel (R)
National Audobon Society (R)
Pfizer Pharmaceuticals (R)
Ralston Purina (R)
Shearson Lehman (R)
Singer (R)
Tenneco (R)
Ungaro (N)
Universal Studios (R)
Visa (R)
Wyndham Hill Records (N)

BET
Ajay Enterprises (R)
Adolph Coors (R)
Anheuser-Busch (R)
AT&T (R)
CBS Records (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
M&M Products Co. (R)
McDonald's (R)
MGM/UA (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro Care (R)
Pro-line (R)
Proctor & Gamble (R)
Quaker Oats (R)
RCA (R)
Sears Roebuck & Co. (R)
Singer (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Venus De Milo (R)
Warner Bros. (R)
Warner Lambert (R)
Wendy's International Inc. (R)
William Wrigley, Jr. (R)

C-SPAN*
Centel (R)
DuPont (R)
Gannett (R)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Merrill Lynch (R)
Time (R)
Times Fiber (R)

Dow Jones Cable News
American Express (R)
Charles Schwab (R)
Consumer Reports (R)
Golf Digest (R)
Smithsonian Magazine (R)
Tennis Magazine (R)
Traveler's Equity Sales (R)
Zion First National Bank (R)

ESPN
BMW (N)
Chevrolet (R)
Curtes Mathes (N)
DeBeers (R)
Kodak (R)
Hitachi (R)
Members Only (R)
Mita Copiers (N)
Nikon (R)
Nissan (R)
Proctor & Gamble (R)
Sears (R)
Sports Illustrated (R)
Timex (R)

FNN
Allstate (N)
Avis (R)
AT&T (R)
Best Western (N)
Charles Schwab (R)
Chicago Board of Trade (N)
Chrysler (R)
Commodore Computers (N)
CSX Corp. (N)
Dow Jones (R)
Ford Corp. (R)
GMAC (R)
GM Corp. (R)
The Hartford Insurance (N)
Hayes Corp. (R)
Hong Kong Tourist Bureau (R)
International Trading Group (N)
InterNorth (R)
Intex (N)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Nynex (R)
United Airlines (R)
USA Today (N)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel
Barron's (R)
Charles Schwab (R)
Investor's Daily (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Time & Life (R)
Working Woman Magazine (R)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raisin Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes-Benz of North America (R)
Pacific Area Travel Association (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)

The Weather Channel
American Home Products (R)
Aris Isotoner (N)
AT&T (R)
DuPont (R)
Florida Dept. of Tourism (N)
General Motors Corp. (R)
Genie Home Products (N)
The Hartford Insurance Co. (R)
Italcable (R)
S.C. Johnson (N)
Kimberly Clark (R)
Kodak (N)
La Quinta (R)
Lee Pharmaceuticals (N)
Michelin Tire Co. (R)
Nabisco (N)
Pillsbury (N)
Plough Inc. (R)
Proctor & Gamble (R)
Prudential-Bache (R)
Puerto Rican Tourism (N)
Quaker Oats (N)
Quaker State (R)
Ralston Purina (R)
Sears Roebuck (R)
Security Chain (N)
Union Carbide (R)
United Airlines (R)
Visa (N)
Warner Lambert (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.

Source: Advertising clients are provided by the programs' services to International Thomson Communications Inc.